

# **“I-95 Drive to Save Lives” and “Drive to Save Lives in Delaware” Traffic Initiatives October 20 – 21, 2017**

The logo for the "DRIVESAFE" campaign. The word "DRIVESAFE" is written in a bold, sans-serif font. The letters "DRIVE" are yellow, and the letters "SAFE" are light blue. The text is centered on a dark gray rectangular background.

The Delaware State Police in partnership with the Delaware Office of Highway Safety have coordinated a multi-state traffic campaign to reduce serious and fatal crashes during National Teen Driver Safety Week.

The Delaware State Police are joining forces with 14 other states and local allied partners to reduce traffic deaths and injuries through traffic enforcement. These initiatives will be a contributing effort to support the International Association of Chiefs of Police (IACP) initiative, “The Drive to Save Lives Campaign.” The IACP leaders’ goal is to change the high-risk behaviors of motorists in order to decrease the number of collisions through a greater awareness, education, strong partnerships, and high-visibility traffic enforcement.



According to NHTSA, 2015 marked the largest increase in

traffic fatalities since 1966. Also, the first half of 2016 revealed a similar pattern of increase. The approximate 1,920 miles of I-95 has been ranked among the top 10 in fatalities for the past several years and furthermore, I-95 is the fifth most dangerous interstate in the U.S.

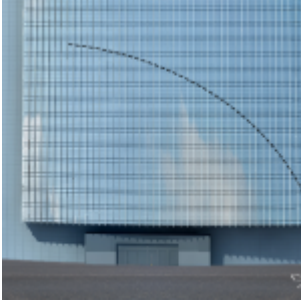
Distracted Driving fatalities increased 8.8% in 2015 and distracted driving is believed to be responsible for 10% of all fatal crashes.

With this initiative being held during National Teen Driver Safety Week it's important to highlight the fact that half of all teens will be involved in a car crash before they graduate from high school. Also, according to the National Organization for Youth Safety:

- 66% of teen passengers who die in a crash are NOT wearing a seatbelt
- 58% of teens involved in crashes are distracted
- 25% of car crashes involved an underage drinking driver
- 5% of teen deaths in crashes are pedestrians and 10% are bicyclists

With the first six months of 2016 showing an increase in fatal crashes compared to the first six months of 2015, National Teen Driver Safety Week proved to be an appropriate time for this initiative.





On Friday, October 20<sup>th</sup> and Saturday, October 21<sup>st</sup>, 2017, law enforcement agencies in each state will conduct traffic enforcement along 1,920 miles of I-95 and other targeted roadways to keep motorists safe and reduce fatalities. The enforcement initiatives will focus on speeding, aggressive driving, distracted driving, impaired driving, seatbelt use, pedestrian safety, as well as motorcycle and commercial vehicle safety and enforcement.

[Click here for Pedestrian Safety Video](#)

All 15 states that line Interstate 95 from Maine to Florida (Maine State Police, New Hampshire State Police, Massachusetts State Police, Rhode Island State Police, Connecticut State Police, New York State Police, New Jersey State Police, Pennsylvania State Police, Delaware State Police, Maryland State Police, Virginia State Police, North Carolina State Highway Patrol, South Carolina Highway Patrol, Georgia State Patrol, and the Florida Highway Patrol), will be participating in the “I-95 Drive to Save Lives in October” safe driving campaign, led and coordinated by the Delaware State Police.



The following municipalities– Bethany Beach Police Department, Camden Police Department, Cheswold Police Department, Clayton Police Department, Dagsboro Police Department, Delaware Capitol Police Department, Delaware City Police Department, Delaware State Police, Dover Police Department, Elsmere Police Department, Greenwood Police Department, Kenton Police Department, Laurel Police Department, New Castle County Police Department, Rehoboth Beach Police Department, Selbyville Police Department and South Bethany Beach Police Department, will be participating in the “Drive to Save Lives in Delaware” by conducting traffic enforcement across the approximately 96 miles of the State of Delaware.

Delaware Troopers with support of their allied partners will be out in full force on Friday October 20<sup>th</sup>, 2017 through Saturday, October 21<sup>st</sup>, 2017 conducting traffic enforcement

statewide by ground and air, targeting the following roadways, and others throughout the state:

**New Castle County**

I-95, I-495, SR-1

**Kent County**

US 13, US 113, SR 1

**Sussex County**

US 13, US 113, SR 1

*"Directed traffic enforcement during the "I95 Drive to Save Lives" and the "I95 Drive to Save Lives Delaware" along with the "National Teen Driver Safety Week" displays our continued proactive commitment to maintain safer roads both within our state and to assist with national safety efforts. The Delaware State Police, working with our state and local allied partners, will aim to increase awareness of traffic safety to keep motorists safe and to reduce fatalities."*

**Sergeant Richard D. Bratz, Delaware State Police**

*Presented by the Director of Public Information Sergeant Richard D. Bratz*

Released: 101617 1121

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